

Michigan Department of Licensing and Regulatory Affairs
Corporations, Securities, & Commercial Licensing Bureau
Administrative Services
P.O. Box 30018, Lansing, MI 48909
517-241-9231 Fax: 517-241-7539

REQUIREMENTS FOR THE MICHIGAN SECURITIES EDUCATION GRANT PROCESS

Eligible Applicants

- State Securities Administrators
- Nonprofit 501 (c)(3) organizations
- Nonprofit educational institutions
- Federal, state, and local governments
- Colleges and universities

Acceptable Types of Proposals

- Programs designed for the purpose of the education and training of Michigan residents in matters concerning securities laws and investment issues.
- Investor education with respect to the protection of investors, and to equip investors with the knowledge and skills necessary to make informed investment decisions. Investor education can and should cover all aspects of individual investing and investment products. State specific initiatives designed to promote investor education and investor protection targeting all demographics are also acceptable.
- Grass roots and community based education initiatives related to investing and investor protection targeting all demographics.
- Investor education and protection initiatives targeting underserved populations.
- Initiatives designed to help Americans avoid investment fraud targeting all demographics, especially the near-elderly and elderly.
- Work place investor education initiatives focusing on investments; particularly as a part of saving for retirement and saving for college.
- College and school based investor education.
- Research regarding investments, investor behavior and preferences, where the results can be directly utilized to more effectively educate the public, including confidence surveys, behavior measurement, focus groups, material reviews, etc.
- Research regarding investor education that expands the current body of research and knowledge on the subject.

Michigan Proposal Requirements:

The following information must be included in all proposals. Please present the information in the order listed.

1. **Program Principle or Program Team:** Name and full contact information (address, telephone, e-mail, etc.) of program principal(s) or if the program is being led by a program team, provide the information for each of the key team members. All communication related to the grant will be directed to this contact.
2. **501(c)(3) Organization/State Securities Administrator:** Full contact information (Name, address, telephone, e-mail, Federal Identification Number, website, etc.)
3. **Program Title:** Provide a descriptive name for the program in 20 words or less.
4. **Grant Amount Request:** Total dollar amount and requested disbursement schedule. (When the initial payments will start and the full disbursement schedule through the final payment)
5. **Duration of the Program:** Time the full program will take from the beginning to end.
6. **Summary of the Program:** (300 words or less): Describe the key elements of the program including the need for education and training in securities laws, investment issues, investor education or protection issues. How the program addresses the need, goals and objectives, deliverables and outcomes, distribution strategies, and how the program can be replicated for mass distribution to the target audience.
7. **Description of the 501 (c)(3) organization, if applicable:** Describe the organization or school including the history, mission, governance, leadership, funding, etc. Explain how the organization or school is qualified to spearhead the proposed program.
8. **Goals and Objectives:** List the three main goals of the proposed program. Under each goal, provide two measurable objectives that describe how you will determine if the goal has been successfully met.
9. **Detailed program description:** Describe the proposed program in detail. Provide information on how the program will be conducted; how it will achieve its goals and objectives; and how it will reach and impact the target audience. (Provide a summary of the key elements of the program.) Describe how the proposed program meets and furthers the mission and objectives of the Michigan Uniform Securities Act, 2008 PA 551.
10. **Needs Assessment:** Describe the securities laws, investment issues, investor education or protection issues the proposed program addresses. Describe the problem or area of need being met by the program, who is affected, and the overall impact if the problem persists or need isn't met. Provide objective information, such as research you or others have done, verifying that the need exists. Explain why you think the need is not currently being met.
11. **Target audience and number of people targeted by program:** Describe the target population of the proposed program. (Explain the special needs of the target audience as they relate to securities laws, investment issues, or investor education and protection.) Describe outreach methods to effectively reach this audience and allow them to access educational materials/information.
12. **Implementation:** Describe how the program will be accomplished and explain how this approach will reach and impact the audience. Include procedures you will follow and the methods you will use to develop the deliverables. Describe potential barriers to the success of the program and how they will be overcome.
13. **Time Frame for Program:** Provide a full timeline for the program including start and end dates for all program elements and activities.
14. **Program outcomes and deliverables:** Provide three or more purposed outcome and describe how each of these impact the target audience and addresses the unmet need.

Describe the tangible deliverables to be developed (brochures, worksheets, research, videos, etc.).

15. **Replication and Sustainability:** Describe how the deliverables from this program can be replicated and/or customized for use in other locales and among additional demographics. Describe how the outcomes and deliverables can continue to be used after the program is complete.
16. **Objective performance evaluation measures:** Provide detailed information on how the success of the program will be measured. Detail how the data will be gathered, how you will monitor progress throughout the program, and how the data will be analyzed and presented in a written report.
17. **Alternative/additional funding available to the program:** Describe all other funding sources available to the program. Provide dollar amounts of additional/alternate funding if total budget exceeds the grant request.
18. **In-kind and non-financial contributions/resources available to the program:** Detail all sources of in-kind and non-financial resources, including intellectual capital, design or technical, strategic partnerships, etc.
19. **Qualifications of Organization, Program Principal or Program Team:** Describe the organization's qualifications and areas of expertise as they pertain to the scope of the proposed program. Include the qualifications and expertise of the program principal and/or team.
20. **Other Pertinent Information:** Provide any specific additional information related to the proposed program not previously included. This item is optional.
21. **Attachments:** The following documents must be attached to the end of this proposal. Adobe Acrobat is used to create PDFs. Recent versions of Acrobat have "append" features allowing users to append, insert and extract pages from and to PDF files. Use this feature to append the following documents to the end of your proposal.
 - **Attachment A** – 501(c)(3) Status: IRS letter documenting the submitting organization's 501(c)(3) status. If the proposal is being submitted directly by a State Securities Administrator, disregard this attachment.
 - **Attachment B** – Board Members: List all board members or trustees including their business affiliations and other relevant professional affiliations, particularly any affiliations with financial services organizations.
 - **Attachment C** – Budget and description of major cost items: Provide a complete line item budget for all elements of the program. Include costs for all vendors and subcontractors. Provide information on overhead and indirect costs, not to exceed 10% of total program budget. Provide full program budget, including budget items to be funded by other sources.
 - **Attachment D** – Funding Sources: Provide a list of the submitting organization's current funding sources both private and public.
 - **Attachment E** – Audited Financial Report: Provide your most recent audited financial report.
 - **Attachment F** – Resumes: Provide the resume of the program principal. If the program is being led by a program team, provide the resume of each of the key team members.

APPLICATION PROCESS

1. Applicant writes a grant proposal using the Michigan requirements and submits it to the Corporations, Securities, and Commercial Licensing Bureau. (CS&CL)
2. A letter, acknowledging receipt of grant program proposal will be sent to the applicant.
3. Upon receipt of the grant proposal, CS&CL will review the proposal, verifying all required documentation is included.
4. Once all documentation is collected and verified the proposal will be presented to the CS&CL Committee for review.
5. CS&CL Committee will review and make recommendations.
6. If all requirements are met, it will be submitted to the CS&CL Bureau Director for review, with the committee's recommendations.
7. Final decisions will be made by the CS&CL Bureau Director.
8. If approved, a written grant agreement will be signed by both parties.
9. Michigan will award funds from the securities education and training fund according to the payment schedule provided in the grant agreement.

Note: If the actual program costs are lower than the amount received for the program, the grantee must:

- Return the received but unused funds to the State of Michigan. The unused funds will be re-deposited into investor education and training fund account.
 - The grantee can submit a proposal for the use of those unspent funds to add elements to the original grant program and further the purposes of the original grant.
10. Grantee provides CS&CL with copies of any publications or materials resulting from this grant. This includes copies of all materials used as part of the grant such as PowerPoint presentations and handouts.
 11. Grantee provides CS&CL with a final narrative and financial progress report.

[Example of Michigan Securities Education Grant Proposal](#)

If you have any questions please contact, 517-241-9223 or via email at BCSAdminSvcsDiv@michigan.gov.